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## CARS: College Awareness of Road Safety

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students learning with communities

# College Awareness of Road Safety (CARS)



Students Learning with Communities



## What is College Awareness of Road Safety (CARS)?

Many of DIT's students fall into the age bracket of 17-24. Since this target audience is proving difficult to reach on issues of road safety, the Garda Road Safety Unit and the DIT Programme for Students Learning With Communities have for the last four years collaborated on an innovative project called College Awareness of Road Safety (CARS). CARS involves students from various disciplines applying their specialist subject skills (e.g. engineering, business, chemistry) to issues of road safety *as part of their course-work*. Since the projects are embedded in their courses, the students get academic credits (or marks) for their CARS project.

The brief: to find novel and effective ways to research and raise awareness of road safety issues, and for students communicate these messages to their peers in age-appropriate and innovative ways.

Students from each discipline are invited each May to present their work to students in other disciplines and a panel of judges, and the best projects are awarded prizes. In October 2010 CARS was awarded the third level education **Road Safety Authority Leading Lights Award**. The Leading Lights in Road Safety Awards celebrate the outstanding efforts of people to improve road safety in their communities.

## Disciplines involved in CARS

Environmental Health and Safety	Forensic and Environmental Analysis
Business Marketing	Optometry
Tourism Marketing	Tourism Management
Transport Operations and Technology	Automotive Management and Technology
Electrical Engineering	Physics
Professional Design Practice	Civil Engineering

## Examples of Projects

- Civil engineering students researched and redesigned a road junction
- Marketing students designed short graphic road safety youtube videos to be posted on websites, e-mailed to their network of friends or downloaded
- Environmental Health and Safety Master's students researched a range of factors affecting driver behaviour
- Forensic and Environmental Analysis students tested the most effective ways to analyse breath and urine samples for alcohol levels, to increase awareness among their peers of the impact of new lower alcohol limits for learner drivers.

## Get Involved

If you would like to get your students involved in CARS or if you are a student interested in CARS as a project topic please contact us on [slwc@dit.ie](mailto:slwc@dit.ie) or 402 7616.

